



# USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 02/17 thru 02/23.

(prices in dollars per carton)

Fri. Feb 17, 2006

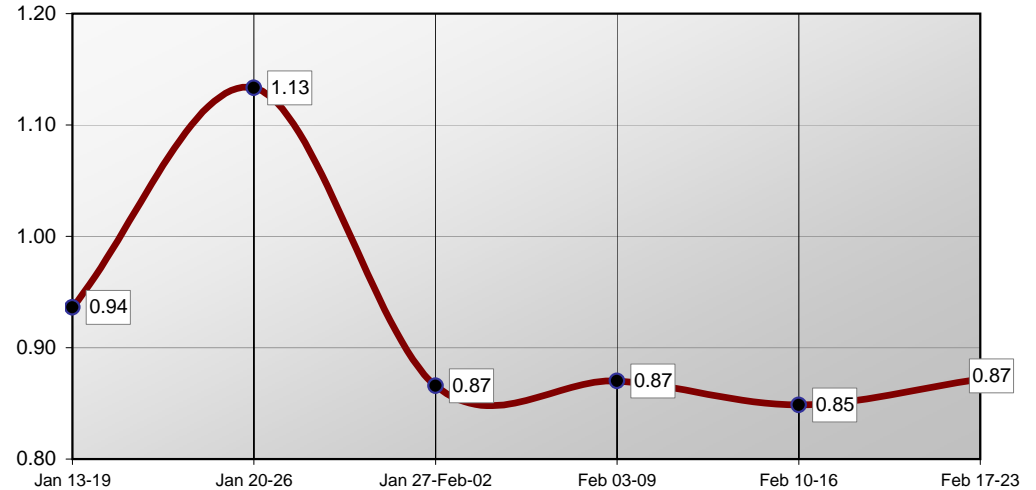
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		42.8% of 17,000 stores				36.5% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	10	0.49	1,160	0.87	60	0.96	520	0.94
	White 18 pack			520	1.48	100	2.56	500	1.10
	Brown 12 pack					10	2.79		
	USDA GRADE A								
	White 12 pack	280	0.95	2,340	0.89	60	0.74	1,070	0.91
SPECIALTY	White 18 pack			560	1.04			210	0.89
	Brown 12 pack			10	0.99			380	0.99
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	110	3.59	250	3.22			760	3.09
	OMEGA-3								
LARGE	White 12 pack	620	2.49	1,010	2.43	250	1.69	1,410	1.85
	Brown 12 pack			10	2.50	210	2.29	1,220	2.13
	CAGE-FREE								
	White 12 pack			20	1.69				
	Brown 12 pack	610	2.02	1,200	2.18			630	2.24
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,880		2,910		Large Eggs on	
Specialty Shell Eggs				3,830		4,480		Feb-13-2006	
Total (including Medium)				9,150		7,570		408.8	
Special Rate 4/:				4.1%		8.8%		down 11%	

5/: Inventory in thousands of 30-dozen cases.

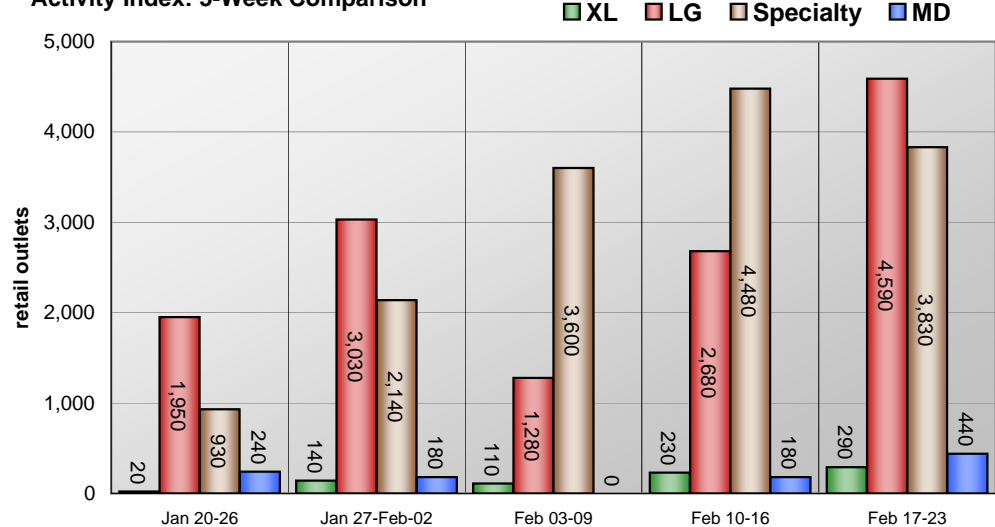
## Shell Egg Featuring - 02/17 thru 02/23

Feature activity increased substantially on regular shell eggs. Medium egg ads more than doubled over last week. Extra large regular eggs also reflect a slight increase. The average price on Grade A Large is higher than a week ago. Specialty eggs, although not as heavily promoted this week and trending lower, are still highly visible. Cage-free shell eggs are commanding more ad space this week than other specialty eggs but all specialty eggs are enjoying good feature activity.

## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



## Activity Index: 5-Week Comparison



## Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		61.4% of 3,900 sampled outlets Activity Index = 3,570 (includes Medium)						33.3% of 4,700 sampled outlets Activity Index = 2,430 (includes Medium)						44.2% of 2,800 sampled outlets Activity Index = 1,370 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										1.50	500	1.50	0.49	10	0.49	0.50 - 0.69	20	0.62
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack	0.59 - 0.99	270	0.95	0.79 - 1.59	590	0.94	0.99	10	0.99	0.69 - 1.00	1,360	0.87				0.50 - 1.00	330	0.94
	White 18 pack				1.00	140	1.00				0.89 - 1.29	130	1.28				0.89 - 1.29	210	0.99
	Brown 12 pack				0.99	10	0.99												
	MEDIUM	White 12 pack			0.50		0.50	White 12 pack			0.33	50	0.33	White 12 pack			0.33	350	0.33
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.59	110	3.59	3.49 - 3.58	120	3.50										2.50	10	2.50
	OMEGA-3																		
	White 12 pack	1.99 - 2.50	420	2.48	1.69 - 2.50	650	2.45				2.29	120	2.29	2.50	200	2.50	1.79 - 2.50	220	2.45
	CAGE-FREE																		
	White 12 pack				1.69	20	1.69												
	Brown 12 pack	2.00 - 2.50	540	2.02	2.00 - 2.50	700	2.12	2.00	70	2.00	2.00 - 2.99	190	2.64				2.50	10	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		32.8% of 2,700 sampled outlets Activity Index = 1,070 (includes Medium)						49.7% of 1,900 sampled outlets Activity Index = 460 (includes Medium)						24.9% of 1,000 sampled outlets Activity Index = 250 (includes Medium)					
USDA GRADE AA	White 12 pack				0.39 - 1.50	590	0.74				0.69 - 1.50	450	1.05				0.50 - 1.00	100	0.83
	White 18 pack										1.00	10	1.00				1.00	10	1.00
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.60 - 0.88	60	0.68												
	White 18 pack				0.69 - 0.99	80	0.83												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.33 - 0.50	40	0.48	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack						White 30 pack			White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.99	120	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.50	20	2.50												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.00 - 2.50	280	2.04										1.99 - 2.00	20	1.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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